The Persevering

Dedicated to Every Steadfast Muslim

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Divine Perspective

- Those who said, “Allah is our Lord” and then remain steadfast, upon them descend angels (and say): Do not fear nor grieve and receive good tidings of Paradise which you were promised.” Sura Fussilat, Ayat 30.

- And consult them in the matter, and once you have taken a decision, place your trust in Allah. Surely, Allah loves those who place their trust in Him. Sura Ali 'Imran, Ayat 159

- O you who have believed, when you meet those who disbelieve advancing [for battle], do not turn to them your backs [in flight]. Sura l-anfāl, Ayat 15.

- Moral
  - A Muslim believer is persevering and consistent in his [her] affairs
  - A Muslim consults in his decisions and once made, proceeds with perseverance

Case in Point

- Often individuals fail to maintain perseverance in their personal and business settings…and they end up nowhere
  - There was this private manufacturing business, which was facing serious revenue problems: trade was consistently on the decline and competitors were taking over the market share.
  - After several deliberations with the business managers, consultant had zero-in on the problem facing the business.
  - The problem was complex, for it entailed corrections in multiple directions:
    - To begin with, business and product brand was non-existent
    - Production processes were non-standardized and quality control was minimal
    - The business follows selling strategy and relies on dealers alone for increasing sales, while their relationship with them was characterized by inadequate incentives and lack of commitment on their part.
  - Conclusion
    - Owners were inclined towards short cut gains by trying this and that.
    - Business was continuingly on the decline, with few unsustainable one-time gains.
    - Desire for profit maximization but unwillingness to invest in business.

Findings

- Goals replace purpose
- Shifting directions
- Frequent change of decisions
- Inconsistent efforts
- Declined performance
- Compromised outcome

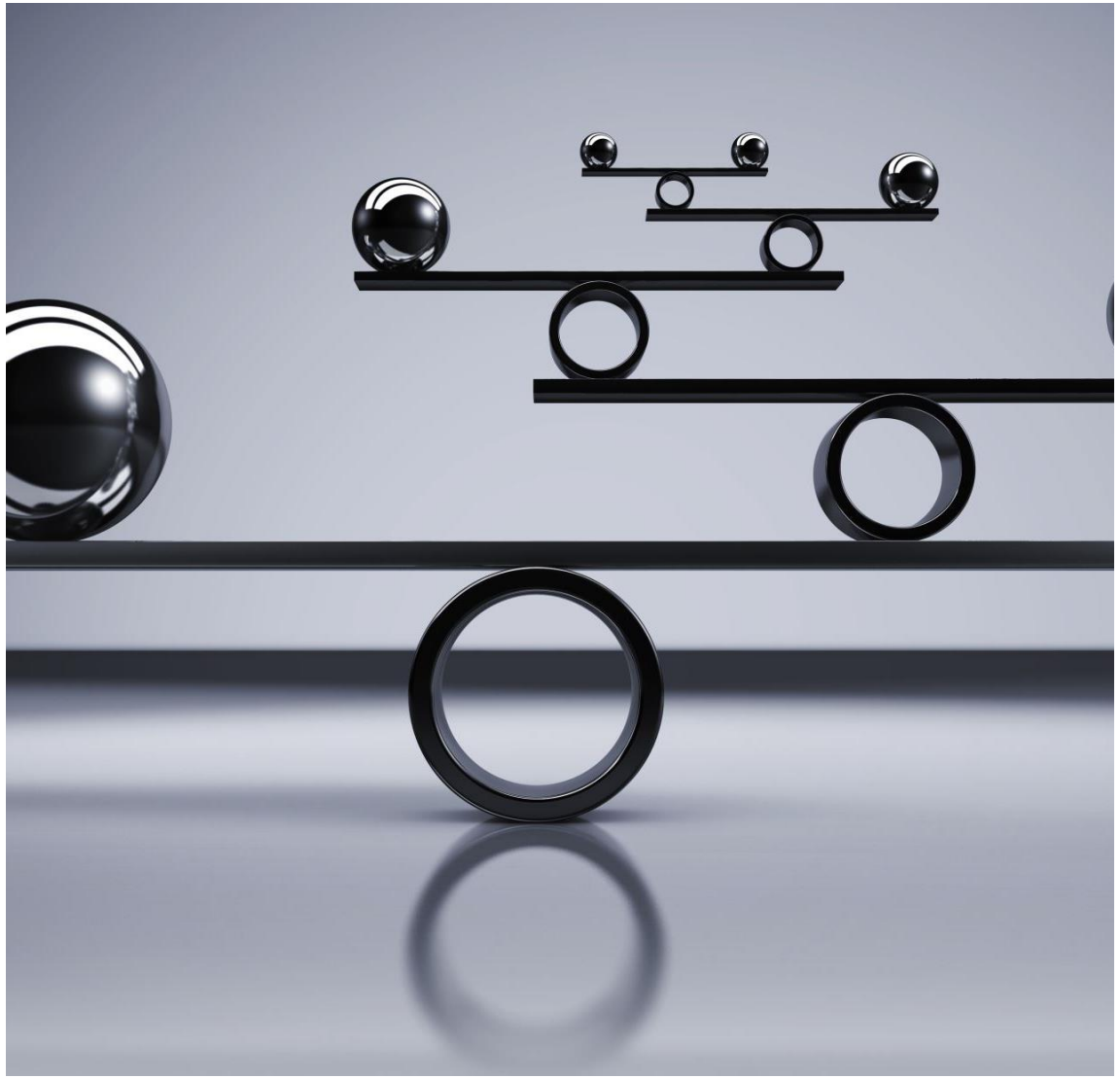
Roadblocks to Perseverance

- Lack of strategic vision: short sightedness
- Impulse overpowers reasoning
- Lack of patience
- Indecisiveness
- Opportunistic attitude

Path to Perseverance

- Trust
- Hope
- Patience
- Reasoning
- Steadfastness
- Impulse control
- Considered decision making

All variables are intertwined



Strength of Perseverance

- Get support from Almighty
- Greater inner satisfaction
- Develop competitive advantages
- Accomplish higher purpose and goals
- Sustain challenges and turbulences
- Earn strong reputation

Thank you!

- In Shaa Allah, hopefully readers can benefit in developing perseverance and sustain their challenges with even a stronger outlook